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STATION 7

Retail

STAFFED BY JENNIFER DAVIS-HAYES

In 2003, a coalition of community groups came together to discuss the state of Capitol Hill at the Capitol Hill Business Summit. From this collaboration, the retail mix committee was formed to address the lack of stores that encourage neighbors to shop on Broadway.

Activities to Date:

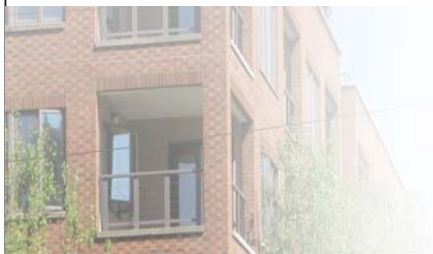
- Retail Mix Survey Completed
- Researched best practices of other neighborhood business districts
- Broadway BIA members attended statewide business district revitalization conference
- Broadway BIA made investments, including: daily cleaning, flower baskets, and hiring a marketing firm
- City expanded storefront grant program to Broadway

What's Next:

- Completing a customer survey (currently in development)
- Branding and marketing campaign
- Recruiting of businesses to Broadway
- Coordinating business and property owners to ensure a strong retail mix

We Need to Hear from You!

What types of stores do you think Broadway needs?



Revitalizing Broadway Community Open House



City of Seattle
Gregory J. Nickels, Mayor

Office of Economic Development ■ Jill Nishi, Director
Department of Planning and Development ■ Diane Sugimura, Director
P.O. Box 34019, Seattle WA 98124 ■ (206) 233-0079